

On June 10th, the LA Fashion District Board and property owners heard a presentation by Bryan Eck and Nick Maricich of the Department of City Planning. The presentation, *Planning for the Fashion District*, was an update on the Downtown Community Plan which includes the Fashion District. The Downtown Community Plan is one of the most important initiatives for downtown and especially the Fashion District. Businesses are locating in downtown areas where there are residents, restaurants, shops and nightlife. The Fashion District is beginning to see development and interest on the west side of the District's boundaries, but the rest of the District's is hindered because of outdated industrial zoning.

The updated Downtown Community Plan will include policy updates, new zoning typologies (in partnership with re:Code LA), transit area focus, public benefit strategies and downtown planning goals.

The **goals for the Community Plan** are the following:

- Accommodate growth
- Support and sustain ongoing revitalization
- Reinforce jobs orientation
- Grow and support residential base
- Promote transit and pedestrian orientation
- Strengthen neighborhood character
- Create linkages between areas

Key issues for downtown include affordable housing, mobility, industrial land, jobs and economic development, homelessness and social services, and livability.

The **overall policy direction of the Plan** includes:

- Adaptive reuse expansion
- Amenities for residents
 - Parks & open space
 - Retail & services
- Affordable housing
- Neighborhood character
- Sustainability
- Refined and contextual parking
- Internal neighborhood circulation
- Creation of distinctive skyline
- TFAR & public benefits
- Diversity of land uses

Planners clearly understand the need to develop new zoning and land use regulations for the Fashion District. They recognize that the Fashion District is unique and will be treated as such with a series of new zones to reflect the changes that are happening in the District.

The **Fashion District policy objectives** are designed to do the following:

- Strengthen role as an international center of the fashion industry
- Improve the District's connectivity to the rest of downtown

- Provide flexible land-use transitions which are crucial to the evolution of the District
- Support the vibrant pedestrian environment with urban design elements

The **policy direction for the Fashion District** is the following:

Land Use

- Diversify land uses in strategic areas
- Encourage small businesses
- Develop transit supportive uses near rail stations

Housing & Development

- Neighboring use compatibility
- Resident amenities
- Character preservation
- Long-term viability of industrial land
- Flex use construction
- Live/work conversions
- Mix of uses to support nighttime activity

Mobility & Circulation

- Promote open space
- Parking management strategies
- Increase transit access within the District
- Accommodate significant pedestrian activity

Urban Design

- Encourage pedestrian-oriented activities and nighttime uses
- Improve signage and strengthen identity

The update of the Downtown Community Plan is working in conjunction with re:Code LA, an effort to create a new zoning code for downtown. The new codes will include entitlement procedures and new zone typologies related to the properties' use and form. A first draft of the Community Plan will be ready for presentation in 2016.

We want to thank Bryan Eck and Nick Maricich of the Department of City Planning for their thoughtful presentation.